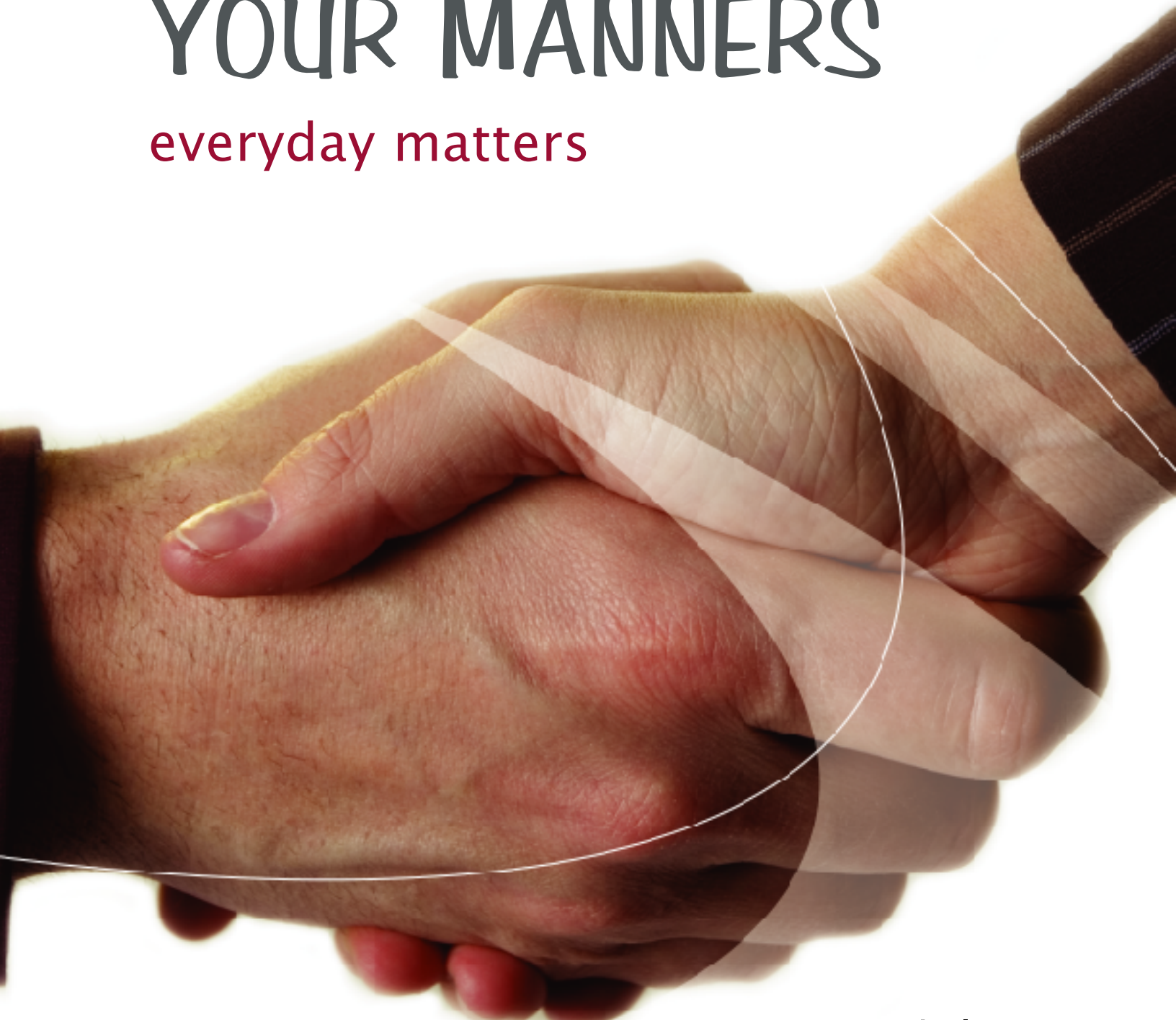


Personal Impact Guide To

# MINDING YOUR MANNERS

everyday matters



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Wikipedia [http://en.wikipedia.org/wiki/Etiquette\\_in\\_the\\_Middle\\_East](http://en.wikipedia.org/wiki/Etiquette_in_the_Middle_East)  
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## INTRODUCTION



Make-up and fashion have been my passion ever since I was a little girl. Growing up one of my favourite things to do was play dress-up in my mother's clothes. My friend's mother was the local Avon Lady (as they were called in the 1960s). One day my friend showed me her mother's make-up kit. Fascinated by all the colours and textures, we decided to try them out. With the make-up and clothes, our looks were complete! I was in heaven. At least until our mothers found out.

Over the years, my interest in personal presence expanded. What is it that makes some people stand out? Is it just make-up and clothing or is there more to it? The search for these answers took me on a journey down many roads over the years. I became fascinated by image and perception. Following my passion, I completed the John

Casablancas Professional Modeling Program, the Vancouver Community College Esthetician School Program, the John Casablancas Professional Make-up Artistry Diploma as well as the Marketing & Public Relations Program at the British Columbia Institute of Technology (BCIT). Combining all my talents and interests, I was honoured to become the first certified image professional (AICI, CIP) in Western Canada through the Association of Image Consultants International.

As the founder of Personal Impact, Image Management, I have over 25 years experience in the arena of Personal Appearance, Personal Branding and Professional Marketing. My clientele is varied and ranges from stay-at-home moms to business executives. I offer a broad range of experience and in-depth knowledge to men and women of all ages in all industries. I am committed to helping others improve their quality of life through self-awareness, personal change and affirmative growth.

In today's fast paced world, there is no second chance to make a good first impression. Even though most of us would like to be judged solely on our merit, our ability and our personality, the reality is that we are initially judged by the image we present. And this perception will affect how others react and respond to us. I have learned that anyone can have a great image and presence. With a little tweaking in one or more of the areas that represent personal image, you can make a more positive impact on others.

There are 8 special reports in this series that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication and manners. Throughout this series, I will show you how to reach your personal and professional best in an upbeat, non-threatening manner. I hope you enjoy learning about these topics as much as I have.

# **WELCOME TO MINDING YOUR MANNERS EVERYDAY MATTERS**

As a child, my parents made it very clear that manners and etiquette were very important. As a young adult, I thought I knew it all. Later, as an image consultant, I discovered standards of behaviour that are not as well known but still expected.

Etiquette is defined by the rules we live by, established over time as society evolves. As we become more global, we need to be aware that not all cultures share the same history, beliefs or rules of etiquette. This can make etiquette confusing, unless you have an understanding of each individual society. Because of this, the role of manners has become even more important. Manners are based on courtesy and consideration for others. 'Minding Your Manners Everyday Matters' bridges the gap between rules and courtesy, providing dos and don'ts for every situation.

# **Manners to Live By**

## **DO'S AND TABOOS**

The 'Golden Rule' states, "Do unto others as you would have them do unto you." In other words, treat others as you would like to be treated. Although etiquette was established as a way of creating civility and order in society, manners are about human relations. When we are considerate of others, we get along better and people generally are more likely to want to interact with us. Consideration of others' needs and comforts, as well as a show of respect, is the basis of manners to live by.

The following etiquette tips demonstrate good manners and social gaffes.

### **Good Manners**

- Say "please" and "thank you" at every opportunity.
- If you get to the door first, hold it open for those coming immediately after you and especially for those whose hands are otherwise occupied. In the case of a crowd, go through the door when it's your turn and make sure it doesn't slam on the person coming behind you.
- When entering an elevator with a group, enter in the order of your floor destination. If your floor is one of the last, get on first so that you are at the back of the elevator. If your floor is one of the first, get on last so that you are at the front of the elevator. Leave the doorway clear for people getting on and off; you may need to leave the elevator and hold the door to facilitate this.
- On public transportation, if you see someone less able-bodied than you who requires a seat, offer yours.
- When sharing an umbrella, the taller person holds it.
- Offer the best seat to your guest, rather than taking it yourself. In a car, the front seat is usually considered the most desirable.
- When parking a car, park evenly between the lines to allow room for other cars. When parking on a street, be aware of driveways. Do not park in front of a driveway. If there is room for 2 cars between driveways, allow room for a second car. Unless you are disabled, do not park in handicapped parking.
- If you borrow a car, return it full of gas, washed, with a thank you note.
- Dress according to the occasion.

#### *Did You Know?*

*During the 1600 - 1700's the French nobles created a list of proper social behavior called 'etiquette'. This code of behavior soon spread across Europe and eventually the Western world.*

## Social Gaffes:

- Picking any body orifice.
- Biting your nails.
- Making bodily noises.
- Using a cell phone at your restaurant table, in a theatre or indiscreetly in any public place.
- Wearing too much fragrance.
- Using a portable device when socializing with others.

### *Did You Know?*

*During Victorian times it was considered unbecoming for anyone to sit with their legs crossed*

## TO MEET & TO GREET

When meeting and greeting, stick to the rules of etiquette. Make eye contact and shake hands, repeating the person's name in the greeting. e.g. "Hello, Mary. It's nice to meet you." This can be as easy as 1-2-3.

If you would like to meet someone, approach that person.

1. Make eye contact and smile.
2. Introduce yourself with your first and last name. If appropriate, state your relationship to the host.
3. Shake hands firmly, web to web.

Video: Meet and Greet Like a Pro  
<http://link.brightcove.com/services/link/bc>

### Additional Tips to Meet and Greet

- The person of higher rank or title should initiate the handshake.
- If you are unable to shake hands say, "I'm very glad to meet you; I'm sorry I'm not able to shake hands. (An explanation may follow)
- When getting the other person's name, make sure you have heard the name clearly and are able to pronounce it properly. Ask for clarification if needed.
- If you are sitting when someone approaches you, stand in order to shake hands and greet them with a smile. (E.g. when a guest enters your office or when someone greets you in a restaurant.)
- Ask questions to start a conversation. Open ended questions allow the other person to elaborate on the answer. Who, What, Where, When, Why, How?
- Find out who they are and what they are interested in. Discover what they know what they need, etc.
- Nobody enjoys a conversation where one person monopolizes it. Don't talk about yourself unless asked.
- If someone gives you information or help, give prompt and sincere thanks.

#### *Did You Know?*

*It was Julius Caesar who instructed all of his Roman subjects to adopt the right handed handshake. He was left handed.*

## THE ART OF INTRODUCTIONS

- When making introductions in business, the person of lower rank or title is introduced to the person of higher rank or title. The easiest way to do this is to face the person with the highest title and say their name first. *“Mary, this is Dave Green who will be joining us as an administrative assistant. Dave, Mary White is the President of our company.”*
- When introducing a client and a colleague, a colleague should always be introduced to your client first, regardless of rank. *“Glen, I’d like you to meet my colleague Bill Black. Glen Green is President of XYZ and will be working with us.”*
- When making social introductions, we take title and age into consideration. If there is no title the younger person is introduced to the more senior person. *“Grandpa, I’d like to introduce my friend Bill Brown.”*
- When making social introductions, the person better known to you is introduced to the person less known to you. *“Susan, please come in. I’d like you to meet my co-workers Jane Smith and John Jones. Susan is a friend from college.”*
- When making introductions with someone in public office or in an official position, they are considered the most important. The non-official is introduced to the official. *“Mayor Davies, may I present our host, Sam Chen.”*

## WHAT'S IN A NAME?

A name is a label used to distinguish one from another. Since most of us use the name we were given at birth, it makes sense that we may be very attached to our names. Listen carefully during introductions. If needed, ask for clarification.

### Which Name

- The person in seniority gives permission for first names to be used. If the first name is used, both parties use them. For example, if your doctor uses his or her first and last name in the introduction and calls you by your first name, you may call them by their first name.
- Use the person's name as they have used it in the introduction. Don't shorten names without asking permission first. For example: 'Rob' instead of 'Robert'. Ask permission to use a nickname you have heard in case the person does not appreciate the alternative.

### Titles

- A married couple who has the same surname:  
A married woman with the same last name as her husband can be referred to as "Mrs." or "Ms." For example, Mr. Bill and Mrs. Mary Jones or Mr. Bill and Ms. Mary Jones.
- A married couple who use different surnames:  
"Mrs." refers to "wife of". If a woman has kept her own last name, she is "Ms", not "Mrs." For example, Mr. Joe Smith and Ms. Sue Parsons.
- Single women:  
A single woman may be referred to as "Miss" or "Ms." If she uses "Ms.", she would continue to use this title upon her marriage. If she uses "Miss", she may use the title of "Mrs." upon her marriage, provided she has taken her husband's name.

#### *Did You Know?*

*During the 1800s a man could not speak to a woman until she acknowledged him.*

### Remembering Names

In the event of a chance encounter when you have forgotten a name, politely say something such as "I apologize, would you please remind me where it was that we met" or "I'm sorry, I have forgotten your name. Would you please remind me?"

If you greet someone who proceeds to look at you blankly and does not seem to remember who you are, simply remind them by saying something such as "Hello, you may not remember; we met at \_\_\_\_\_. My name is \_\_\_\_\_."

## COURTEOUS TITLES

### Canada

Position	Reference	Conversation
Governor-General	His / Her Excellency The Right Honourable__	Your Excellency
Prime-Minister	The Right Honourable__	Mr. / Madam Prime Minister
Members of Parliament	The Honourable__	Mr. / Madam Minister or Mr.__ / Ms. __
Senator	The Honourable	Senator
Chief Justice of Canada	The Right Honourable__	Mr. / Madam Chief Justice
Ambassador	His / Her Excellency (for non-Canadians) Ambassador (for Canadians)	Mr. / Madam Ambassador or Mr.__ / Ms.__
Lieutenant Governor	His / Her Honour, The Honourable__	Lieutenant Governor__
Premier of a Province	The Honourable__	Mr. / Madam Premier or Premier__
Member of Legislative Assembly	The Honourable__	Mr.__ / Ms.__
Mayor	His / Her Worship	Mr. / Madam Mayor or Mayor

## **United States**

<b>Position</b>	<b>Reference</b>	<b>Conversation</b>
President	The President	Mr. / Madam President
Vice-President	The Vice-President	Mr. / Madam Vice-President
Speaker of the House	The Honorable__	Mr. / Madam Speaker
Chief Justice	The Chief Justice	Mr. / Madam Chief Justice
Cabinet Member	The Honorable__	Mr. / Madam Secretary or Secretary__
Attorney General	The Honorable__	Mr. / Madam Attorney General
U.S. Senator	The Honorable__	Senator or Senator__
U.S. Representative	The Honorable__	Mr. / Ms.__
Ambassador	The Honorable__	Ambassador__
Governor	The Honorable__	Governor or Governor__
State Senator	The Honorable__	Senator__
Mayor	The Honorable__	Mayor__
Judge	The Honorable__	Judge__

## **United Nations**

<b>Position</b>	<b>Reference</b>	<b>Conversation</b>
Secretary General	His / Her Excellency	Mr. / Madam Secretary General
U.N. Ambassador	His / Her Excellency	Mr. / Madam Ambassador

## THE TELEPHONE

For many of us the telephone is still the primary source of communicating with others, especially at work. With no visual clues, your words and the tone of your voice are extremely important. A little telephone courtesy can go a long way to make you stand out.

- Answer all incoming phone calls before the end of the third ring.
- When answering the phone, smile! The caller can hear it in your voice. Speak slowly and clearly, so your caller can understand you easily.
- Always ask the caller if it's all right to put them on hold. If needed, give progress reports every 30 to 45 seconds. If you think it will be a while before you can take the call or transfer the caller to the right person, offer to call them back instead.
- When transferring calls, ask first. And always tell the caller to whom they are being transferred. Make sure you are transferring them to someone who can help them. Always give the caller choices in this situation.
- Don't eat or chew gum while on the telephone.
- Speaker phones should only be used when you need more than one person to be in on the conversation at your end. Always make sure the person on the other end of the phone knows that they are on a speaker phone.
- Thank the person for calling.

### **When taking messages get:**

- The caller's full name and spelling.
- The caller's company. (If applicable)
- The caller's telephone number.
- A detailed message.
- The time and date of the call.

## Using your Voice Mail

- If you use voice mail, the outgoing message should be short, sweet and to the point giving callers any pertinent information such as your name, your company name and when you will be returning the call.
- If you include the date in your voice mail. Make sure you update your message daily.
- Don't keep callers waiting. Return your calls within one business day.

## When making a phone call

- Identify yourself and your business. (If applicable)
- State the purpose of your call and stay on track.
- Ask if it's a convenient time to talk.
- Be prepared with an agenda.

### *Did You Know?*

*In the 1870s Elisha Gray and Alexander Graham Bell both designed a telephone. Bell had his design patented first.*

## Leaving a Message

- When leaving a message on voice mail, leave sufficient information to cut down on "telephone tag."
- Never assume that the person you are calling has your number. You should always include it in your message.
- If you anticipate that you will be difficult to reach, indicate some options of when it might be a good time to return your call.

## CELL PHONES

Cell phones are everywhere and used all the time. Over the past few years, cell phone use and misuse have gotten out of control. They can cause everything from general disturbances to road-rage. When it comes to mobile phones, be courteous and use a little common sense.

- Keep calls quick and to the point.
- Chat on cell phones when you are alone, not in public.
- Quirky ring tones can be very annoying. When in a public place or business setting, set phones on silence, vibrate or use a traditional ring tone.
- In a business setting, personal cell phones should be turned off.
- Keep personal matters personal by having these discussions in private.
- Don't disturb people around you while talking. Keep your distance from other people while talking.
- Don't yell. Monitor the loudness of your voice and keep it at a low to moderate level.
- Use hands free devices while driving, for your safety and to alleviate the aggravation of those driving next to you.

Cell phones should be turned off in the following circumstances:

- During a meeting, public event, lecture or in a classroom.
- Restaurants.
- Places of worship, weddings & funerals.
- While watching a movie, play, or musical event.
- In someone else's home or office.
- Public transportation.
- Hospitals.
- Elevators.
- Any time you may be disturbing others.

## CORRESPONDENCE

### Handwriting

For centuries, handwritten letters delivered by messengers or post were the only form of written correspondence. Over time typewriters became the norm, but the delivery system remained the same. Now with the explosion of email we are able to correspond at lightning speed. Even though it is fast and easy, there are times when electronics just won't do.

### Thank You

If you are given a gift, are the recipient of a favour or have received excellent service:

- Send a handwritten letter or card as soon as possible.

### Sympathy

If you are close to someone whose family member has died:

- Send a handwritten sympathy letter or card as soon as you hear the news.

If you learn about the death of someone who is connected to you in some way:

- Send a handwritten sympathy letter or card to the person you know the best.

### Apology

When you have hurt someone's feelings:

- Apologize verbally then follow up with a handwritten note. It is also a nice gesture to type out a letter to others who witnessed the incident.

### Email

Even though email can be a real time saver, it is still a form of written correspondence. Business emails should be written with the same formality as a business letter.

- State the subject in the "subject" box.
- Use Salutations like Dear... or Hello... or Greetings...
- Remember to use your manners like you would in a verbal conversation. Things like please and thank you can make a big difference in an e-mail.
- Don't send sensitive information by email. Accidents do occasionally happen.
- Emails should be brief and to the point.
- Be respectful of other people's time; do not send junk-mail, chain letters or jokes.
- It's easy to whip off a quick email, but remember to pay attention to spelling and grammar so that you are clearly understood.
- Do not use all capital letters in an e-mail message: it comes across as shouting.

#### *Did You Know?*

*The evolution of email, as we know it today, started in the mid 1970s.*

- If you are sending an email to a group, and the individuals do not need to know who else is receiving the e-mail, use the “blind copy” box to type the email addresses. This prevents people’s e-mail addresses from being sent to others.
- Your e-mail signature should include: your name, title, company name, company telephone number, your direct line and fax number.
- When e-mailing different time zones, be clear about dates and times.
- Address people as Mr. or Ms. unless they specify a different title in their signature.
- Respond to e-mails in a timely manner. Either right away or, if it will take longer to obtain information, within 48 hours reply that it will take longer to get the required information.

### **BlackBerry Devices**

Just because they are portable, doesn’t mean you should use them at anytime. Checking and responding to e-mail, text messaging or planning your day on a portable device during these times is just plain rude!

- During a meeting, public event, lecture or in a classroom.
- Restaurants. (Unless you are alone)
- Places of worship, weddings & funerals.
- In someone else’s home or office.

## TIPPING

### Restaurants

Tipping in a restaurant depends on the type of restaurant, the service, and whether you have special requirements. The restaurant usually passes on the tip to the appropriate staff. Here is a general guideline.

Family restaurant lunch	10%
Family restaurant dinner	15%
Elegant restaurant lunch	15%
Elegant restaurant dinner	15 – 20%
Wine Steward / Sommelier	There may or may not be a place on the bill for the wine steward's tip. If there is a separate place on the bill, tipping for the wine is separate from tipping for the meal. He or she is tipped 15% based on the number of bottles and the service.
Maitre d'	Generally not tipped. If extra service is provided, give them a \$10 tip.
Checkroom attendant	\$1/coat. \$2 if you have extra items.
Washroom attendant	\$0.50 – \$2, depending on the service.
Musician	\$1

### Additional Guidelines for Tipping

Tipping is expected in other industries as well. When traveling, research regional guidelines before you arrive. The following are some general guidelines for Canada and the US.

Parking attendant	\$1 – \$2, when the car is brought to you.
Door attendant	\$1 for getting you a taxi or other similar service.
Housekeeping	\$1 – \$2/night/person; leave the tip each night, as the cleaner may change every day.
Taxi driver	15 – 20%, depending on the size of the city. Round off to the nearest quarter.

Beauty technician	15 – 20%. The salon usually passes on the tip to the appropriate staff. The owner is usually not tipped, but may be given a gift, usually during the holiday season.
Hair Stylist	10 – 15%, unless the service is exceptional. The salon usually passes on the tip to the appropriate staff. The owner is usually not tipped, but may be given a gift, usually during the holiday season.
Delivery person	\$1 – \$2

*Did You Know?*

*In many countries it is customary for the tip to be built into the price. Check regional customs before you arrive.*

## GIFT GIVING

Nothing brightens a person's day more than receiving a gift. And the nice thing about gifts is they can be given for a special occasion or any occasion. However, like everything else, gift giving does have its do's and don'ts.

- Gifts can be delivered to the home or office.
- Include a gift receipt. Ensure that the merchant's name and address is on the box.
- If you receive a gift and do not know where it was purchased, you may ask the person who gave you the gift; they may offer to return or exchange it for you.
- Gift certificates and gift cards should be given only when you do not know the person well enough to choose a gift.
- If you are giving a gift to someone from another country, be aware of the cultural "do's and taboos".
- If you receive a gift, it is not polite to open it in front of the giver, unless asked to do so.
- When invited to someone's home, bring a host gift such as flowers, wine or an inexpensive wrapped gift.

### *Did You Know?*

*In Japan gifts are not accepted right away. It is the customary for a gift to be offered several times before it is accepted.*

### **Gift Giving at Work**

- If you are new to the job, check the company policy for gift giving.
- If office policy permits or promotes gift giving to co-workers, stick to the limits and guidelines that have been suggested.
- Gifts that go beyond the expected should be given outside the work environment.
- Gifts for the boss are not generally expected and may be considered brown-nosing when undertaken alone. If you wish to buy your boss a gift, ask staff members to chip in for a gift instead.

## SMOKING

Smoking has become a touchy subject for both smokers and non-smokers. Show respect for both, with the following guidelines:

### Smokers

- When in public or private buildings, only smoke in areas designated for smoking, or in areas where others go to smoke.
- Refrain from smoking in the vicinity of pregnant women and infants.
- Ensure that the smoke does not drift in the direction of others.
- Refrain from smoking in the presence of those who are eating. (In a group situation, wait until after dessert to light up if you are having a meal and smoking is permitted in the venue.)
- If ashtrays are not made available, assume that smoking is not permitted and do not request an ashtray.
- Do not smoke in someone else's car, as there is no escape for the other person.
- If you have a non-smoking guest in your car, it is respectful if you ask, "Do you mind if I smoke?" (The best thing would be to refrain, since the other person may not be comfortable asking you not to smoke in your own car.)
- If you visit the home of someone who does not smoke, it is polite to smoke only outdoors.
- A smoker who has a non-smoking houseguest may choose to refrain from smoking in the presence of that person. It is considerate to ensure that the guest's room is free of the odour of smoke.

### Non-Smokers

- If you are entertaining and smokers are attending, arrange for a comfortable smoking area outside, if you prefer not to have smoke in the house. Everyone deserves to feel welcome. Have comfortable chairs, appropriate lighting, and ashtrays available.
- Do not tell a business colleague that they should quit smoking in the interest of their health. This is considered intrusive and a very personal matter.
- Non-smokers should respect a smoker's right to smoke, as long as it is not done at a site designated as non-smoking.
- If you wish for someone in a public place to stop smoking, ask them very nicely explaining that you are allergic to smoke, or that you do not wish to be exposed to smoke for health reasons. When the individual extinguishes their cigarette thank them sincerely.

## PREGNANCY & NEW PARENTS

Babies can be a joyful experience for the parents, family and friends. However, pregnancy and parenting can present frustration and misunderstandings for the parents, parents to-be, care-givers and those around.

- It is inappropriate to ask private questions concerning someone's pregnancy or possibility of pregnancy, (E.g.: "Who is the father?" "Did you plan this pregnancy?" "When are you due?" "Are you planning on having (more) children?")
- If the expecting couple raises the topic of pregnancy, it is okay to engage in the conversation. If you are close family or a friend, it may be appropriate to ask certain questions.
- It is inappropriate to touch a pregnant woman's stomach without her permission.
- If possible, offer your seat to pregnant women in crowded places.
- Do not smoke near pregnant women, or point out to them that they may not smoke or drink alcoholic beverages.
- Nursing when other people are present (e.g. at someone's home, public places) should be done as discreetly as possible.
- Be exceptionally courteous to new mothers. They may have a stroller, other children and packages to contend with. Children may also have outbursts that involve crying and screaming which may not be the fault of the parents. Be understanding, especially in public places.
- Expecting couples should keep in mind that not everyone is interested in hearing about the pregnancy.
- Inform your colleagues of your pregnancy only when you begin to show. Do not announce the details of your pregnancy and physical condition in the working environment.
- New parents should be respectful of others. There are certain social functions, meetings and restaurants where it is inappropriate to be accompanied by a small child.
- Diapers should be changed in designated areas of public places. If no such area exists, ask the person in charge if there is a washroom or a sheltered area you may use.

### *Did You Know?*

*In Korea, give gifts in multiples of 7 which is considered lucky, instead of unlucky multiples of 4.*

# **Strictly Business**

## **DO'S AND TABOOS**

As a representative of your organization, the way you present yourself can have a direct impact on the success or failure of the business. Present yourself and your organization appropriately and show respect to your work environment, your co-workers, your clients and the public.

### **Good Manners**

- Treat everyone with the same courtesy and respect no matter what their position.
- Shake hands firmly while making eye contact.
- Prepare for each appointment.
- Bring only materials required for the appointment.
- Turn off personal cell phones and pagers.
- Be punctual for work.
- Respect your clients and colleagues by showing up on time for meetings. Don't waste their time, stay on track and stick to the time frame.
- Follow up each appointment with a letter, email or call.
- Communicate clearly when defining goals at work. State clearly what you do want and what you do not want.
- Discuss any problems in a positive tone so as not to sound defensive, aggressive or apologetic.
- Keep your work area clean and well organized.
- Be respectful of your colleagues' work spaces.
- Eat lunch in designated areas only.
- Watch the clock at lunch and on breaks. Don't take longer than the time you are given.
- Keep non-work related banter with co-workers to a minimum, or restrict such conversation to break times.
- When problems arise, be proactive and solution oriented.
- When raising issues with your employer, do so in an observational way rather than a judgmental way.

#### *Did You Know?*

*Men should always remove their gloves when shaking hands. Women may leave them on if they would like.*

## NETWORKING

Tradeshows and business mixers can be intimidating for anyone. However, as a representative of your organization, they are also a great opportunity to network and build business relationships. The easiest way to feel more comfortable is to prepare ahead of time with a full stomach, the right attitude and the right tools.

- Eat before you arrive. The buffet line-up can be a great place to strike up a conversation. However, spending all your time there will not make the best impression. Juggling food and drink can present challenges when meeting people, shaking hands or while trying to carry on a conversation.
- Don't forget your networking tools! Bring business cards, brochures or profiles and wear a nametag.
- Create a hook with a 10 Second Elevator Statement. This includes an introduction of yourself and description of your business in 30 words or less. For example: *"My name is Kimberly Law. I am a Personal Image Advisor and founder of Personal Impact International. I help men and women look and act their very best."*
- Name tags should be worn in the line of vision. This means on the right, close to the shoulder. When you extend your right arm to shake hands, the eye is automatically drawn to that area.
- Approach people standing on their own or in groups of three or larger. When approaching a group of two you may be interrupting a private conversation and it could become awkward or uncomfortable.
- Don't use nick-names. Listen to how people introduce themselves and follow their lead. Ask permission before shortening a name or trying out a nickname, just in case it's not appreciated.
- Avoid taboo topics like politics, religion, sex or money. In other words, stay away from anything personal or controversial.
- Spend no more than 10 minutes with the people you meet. This gives you the opportunity to move about the room and meet lots of new contacts.
- Give leads and referrals whenever possible.
- Follow up with a call, thank you or information of interest.
- Ease up on the sales pressure. Instead, show interest with questions, small talk and light conversation.

### *Did You Know?*

*In Canada and the US telling someone that they have gained weight is considered to be an insult. In some Middle Eastern countries, weight gain is a sign of success.*

## BUSINESS CARDS

- Exchange business cards with the people you meet, giving and receiving business cards respectfully.
- If the person's business is of interest to you, ask for his or her business card.
- When someone hands you a business card, hold it respectfully and take a moment to look at it before putting it away.
- Writing comments on the business card can help you remember details, but should be reserved for the back of the business card, not the front.
- Only present your card when asked.
- When offering your business card, present it so it can be read with the printing facing the person receiving the card.
- When giving and receiving cards, the card should be held by the corner with the thumb on top. And is received by holding the opposite corner of the card. (With Asian cultures, use both hands to present the card)

### *Did You Know?*

Business card originated from the visiting card that first appeared in 15<sup>th</sup> century China. These cards quickly became popular in Europe among the upper classes. Trade cards became popular in the 17<sup>th</sup> century as a way of advertising and became more elaborate as printing techniques advanced. Business cards are now widely used all over the world.

## BUSINESS TOPICS

Present yourself in a professional manner with enthusiasm and confidence. Attitude plays a big role. It isn't just what you say. How you say it is just as important.

### Topics for Conversation

- The other person's family.
- The other person's interests.
- Good news of mutual friends or acquaintances.
- Current events and news items which are light, interesting, and easy to talk about.
- Positive news about the economy.
- A recent documentary or television show.
- A recent play or movie.
- Ways to assist others.

#### *Did You Know?*

*In the Middle East displaying the sole of one's foot or touching somebody with one's shoe is often considered rude.*

### Compliments

- Appreciate compliments and accept them graciously with "thank you." Avoid responding with a negative comment. This invalidates the person's opinion. For example, if you are complimented on a job well done, do not say "Oh, I didn't think I did very well at all." Or if someone compliments you on your appearance, do not reply with reasons why you think you do not look good.
- Be sincere when paying a compliment. People can detect insincerity.
- If someone is obviously uncomfortable or embarrassed after receiving your compliment, you may put them at ease by using humour. However, be careful not to offend.

## Taboo Topics

Stay away from topics that might be considered personal or controversial like politics, religion or crime. For example, “Who did you vote for?” Discussions about money, personal care and relationships are also too delicate for business. For example, avoid asking questions like, “How much money do you make?” or “How much did your suit cost?” or “Do you colour your hair?”

### Other Business Gaffes include:

- Chewing gum while making a presentation.
- Applying make-up or combing your hair in front of a business colleague.
- Dressing or behaving inappropriately.
- Making social calls from a business location.
- Practicing or encouraging underhanded tactics or manipulation. For example, starting a malicious rumour about someone else in order to advance your own career.
- Gossiping or talking about the affairs of others within the company.
- Correcting someone else’s etiquette.
- Criticizing, condemning or complaining.
- Making sarcastic or degrading comments. Swearing.
- Interrogating people for any reason.
- Boasting or name dropping.
- Wasting time by telling long stories that aren’t pertinent to the discussion.
- In conversation with a VIP, stating your opinion of him or her.

#### *Did You Know?*

*Traditionally it would be good manners for a man to precede a lady upstairs and follow behind*

## Sexual Harassment

This issue is complicated by the fact that dating in the workplace is now more common than ever. Where is the line between innocent flirtation and sexual harassment?

- If an individual asks a co-worker out on a date and either the man or woman expresses in any way that the attraction is not mutual, the instigator should end it and not make another attempt.
- Touching someone, other than to shake hands, is considered inappropriate in the workplace and may be misunderstood as sexual harassment.

- It is inappropriate for a boss to ask his/her assistant out on a date. However, if the assistant is interested in the boss and the superior agrees, while it may not be appropriate, it is more acceptable to pursue a relationship in this case. (Be careful and consider possible consequences of a relationship under these circumstances)
- If necessary, complaints should be lodged. Incidents will likely be documented with the human resources department or a supervisor within the company.
- The Bottom Line: Unwelcome sexual advances and sexual abuse are illegal and a violation of human rights.

### **Offensive Language**

Offensive language includes racist, sexist or aggressive remarks. It is never appropriate to use this kind of language in any situation. Referring to colleagues in a sexist manner (e.g. honey, babe, sweetie), is considered sexual harassment. If a colleague or superior at the office is using unacceptable language (racist, sexist, aggressive) you may have a word with him or her in private. Calmly explain that the language being used is inappropriate and say that you would appreciate it if he or she would refrain from using such language. If this approach is not successful it may be necessary to discuss the situation with a superior.

# MEETINGS

Even though office meetings may sometimes seem informal and relaxed, professionalism and good business etiquette are still required. The following section contains a brief overview. For more details on parliamentary procedure, refer to 'Robert's Rules of Order.'

## Chairing a Meeting

Being the Chair of a meeting is kind of like being the host at a party. It's up to you to plan it, lead it and make sure everything runs smoothly.

### 1. Prepare an Agenda (provides the purpose and details of the meeting)

- It should be distributed before the meeting. (At least three days prior) This will allow time for the participants to plan for the meeting.
- Distribute attachments with the agenda if they are to be discussed at the meeting
- Points that require creative thinking should be at the top of the agenda.
- Time should be allocated for each item.

### 2. Begin the meeting on time.

### 3. Encourage discussions, but stick to items on the agenda.

- Control the speakers.
- Discourage those who want to stifle ideas.
- Avoid taking sides; stress the sharing of ideas.

### 4. Voting

- As the Chair, it is your responsibility to ask for each motion to be moved, seconded, and carried.
- The Chair only votes in the event of a tie.

#### *Did You Know?*

*The Letters R.S.V.P found on most invitations came from the French phrase "répondez s'il vous plaît", which means, "please reply." In Western cultures, you should reply within the timeframe indicated in the invitation.*

### 4. End the meeting on time.

- Summarize agenda items and any plans of action.
- Close on a positive note; refer to the progress that has been made and thank everyone for their contributions.

### 5. Follow-up

- Follow-up with the participants after the meeting with written minutes including the items discussed, decisions reached and actions to be taken.

**As a participant of the meeting:**

Being well prepared for a formal meeting will help you feel more confident and appear more professional.

- Attendance is mandatory. For formal meetings, a substitute may be sent in your absence if you have an acceptable excuse: family crisis, planned vacation, out-of-town business.
- Don't bring food into a meeting. (Unless you've been told to do so)
- Turn off cell phones, pagers and portable devices such as a BlackBerry.
- Arrive on time for the meeting prepared to contribute comments and ideas.
- Only bring the materials required for the meeting.
- Follow the lead of the Chair.
- Don't interrupt. One person at a time has the floor.
- Stay on track and adhere to the time limits posted on the agenda.
- Don't create distractions. (Shuffling paper, etc.)
- Focus on the goal of the meeting.
- Treat everyone with respect; be open to ideas and freedom of expression.
- Do not make personal attacks.

***Did You Know?***

*In Japan, bowing and smiling (not handshaking) is the sign of respect when you meet someone.*

## SUGGESTED READING

*Managing your Image Potential* **Catherine Graham Bell.**

*Rude Awakenings, Overcoming Civility in the Workplace* **Giolinella Gonthier**

*The Complete Idiot's Guide to Business Etiquette* **Mary Mitchell with John Corr**

*The Complete Idiots Guide to Cultural Etiquette* **Carol Turkington**

*Business Class – Etiquette Essentials for Success at Work* **Jacqueline Whitmore**



## **Training and Resources:**

**Personal One on One Coaching & Consulting**

**Seminars & Workshops**

**Focused Consulting & Coaching**

**Colour Analysis**

**Make-up**

**Personal Style Analysis**

**Wardrobe Planning**

**Business Casual Wardrobe Evaluation**

**Shopping Strategy and Excursion**

**Etiquette**

**Publications Available Through Our Website**

**Bushido Business**

**Image Power**

**Formal Dining for informal People**

**Minding Your Manners Everyday Matters**

**Presence & Poise the Communication Factor**

**Upwardly Mobile Clothing for Upwardly Mobile Men**

**Upwardly Mobile Clothing for Upwardly Mobile Women**

**Wardrobe Wizardry Working Magic in Your Closet**

**Personal Care from Feet to Hair**

**Masterful Make-up in Minutes**

**Image Matters Newsletter (Complimentary)**

## **Kimberly Law Profile:**

Kimberly Law, AICI CIP is a Certified Image & Etiquette Consultant and principal of Personal Impact International founded in 1999. She is an author, speaker and works with companies, men and women helping them refine their look from head to toe and enhance professional communication, increasing confidence and personal effectiveness. In other words... she does extreme makeovers without taking extreme measures, to help her clients look and act their very best, always!

Kimberly has demonstrated her expertise across Canada through local and national media such as: Global Television News, Vancouver; CityTV Breakfast Television and News, Vancouver; VTV Breakfast, Vancouver; and has been interviewed on CKWX and CKNW, Vancouver as an Image Expert. Her achievements have been written about in publications such as The Burnaby Now, Vancouver Sun, Edmonton Journal and the Financial Post. She is one of one fewer than **200 consultants, world-wide** and the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) ([www.aici.org](http://www.aici.org)). She served as AICI's International President 2011-2013 and currently serves as AICI Immediate Past-President. She is also a Founding Director for the Institute of Image Training and Testing International ([www.iitti.org](http://www.iitti.org)).

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